ABSTRACT OF THE DISCLOSURE

SUBSCRIBER NOTIFICATION CRITERIA FOR ELECTRONIC AUCTIONS

A method and system for notifying a client of a status of an electronic auction is provided. A notification preference is received, the notification preference identifies when to notify the client of a status of the electronic auction. The notification preference is matched to a current status of the electronic auction. Then the notification to the client is transmitted based on the matching of the notification preference to the current status of the electronic auction.